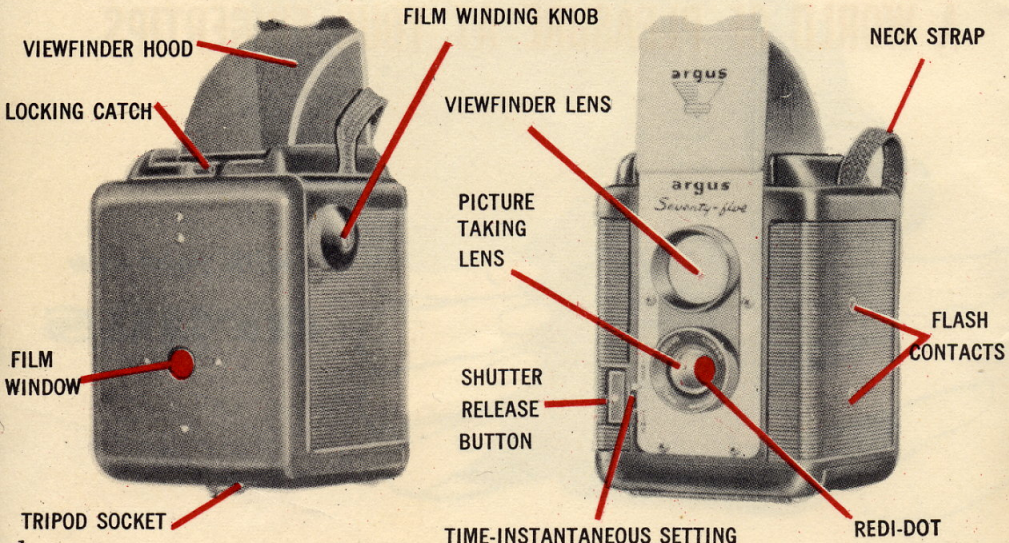
# A WORLD OF PLEASURE AT YOUR FINGERTIPS

**with your new**

# argus

# 75

# Getting Acquainted with your



# Argus Seventy-five

Congratulations! In your Argus 75 you have a really excellent camera with features that virtually guarantee high-quality pictures.

Your Argus 75 is a reflex-type camera. The upper lens combined with the big, brilliant viewfinder lets you see the whole picture before you snap the shutter. When you release the shutter your picture is captured on film through the lower lens. This is the Argus Taking Lens, precision ground and polished and always in focus for crisp black-and-white or brilliant color, indoors and out.

The flash attachment plugs right into the side of your camera. A double exposure preventer makes certain you don't ruin a good shot by taking another one on top.

Because Argus products are constantly being improved, minor changes in appearance of the product may not be included in this instruction book.

## Index


Getting Acquainted..... 1-2

Loading and Unloading..... 3-4

Taking the Picture Outdoors..... 5-6

Taking Flash Pictures..... 7-8

Tips for Better Pictures..... 9-10

A Gallery of Don'ts.....11-12

Specifications..... 12

Guarantee....Back Cover

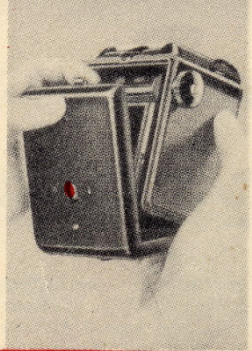
# Loading

## Use only size 620 film

Any popular 620-size roll film may be used in your Argus 75. Perutz 620, Kodak Verichrome, and similar black-and-white films will give you excellent black-and-white snapshots. Beautiful natural color pictures can be made with Kodak Ektachrome or Anscochrome, 32 ASA film. Any color film which has a similar speed rating will give a good result.

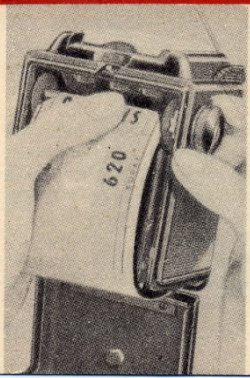
Better results with any film are obtained on bright sunny days, but your Argus 75 will take very good black-and-white snapshots even when the sky is somewhat overcast. With color film, however, sunlight is essential.

If you're planning a trip or shots of a special event, expose a practice roll first and see the results.

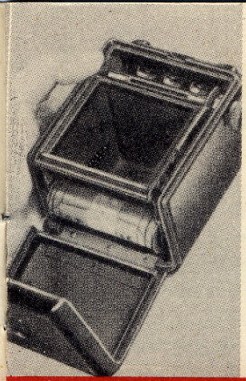


**1** To open the back of your camera, lift locking catch off pin with thumb or forefinger. The back is hinged for convenient opening. Remove the empty film spool packed in the lower compartment by spreading the spring clips.

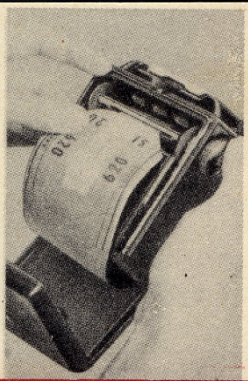
**TO AVOID "FOGGING" YOUR FILM,**




**4** While holding the leader against the spool as shown, give the winding knob two or three turns to tighten the leader on the shaft of the spool. Close the back of the camera and be sure the locking catch is securely engaged on the pin.

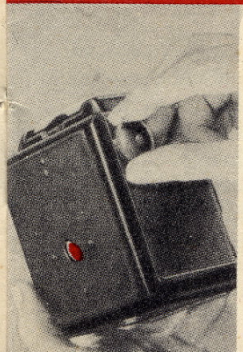


**2** Place the empty spool in the upper compartment by engaging the end slot of the spool with the key on the film winding device; then drop the other end into place. Without breaking the seal on your new roll of film, place it in the lower compartment, engaging the pins in both ends.

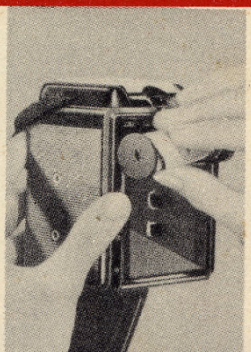


**3** Be sure the film is inserted to unroll as shown in the illustration. Now break the paper seal and pull out about six inches of the paper leader over the small roller at the bottom of the frame. Insert end of leader through the slots in the empty spool, slipping it through the longest slot first.

ALWAYS LOAD AND UNLOAD YOUR CAMERA IN DIM LIGHT



**5** Turn the film winding knob until the figure (1) appears in the red window on the back. Winding the film for each picture also cocks the shutter automatically and shows the Redi-dot in the taking lens on the front. Your Argus 75 is now ready for your first picture.



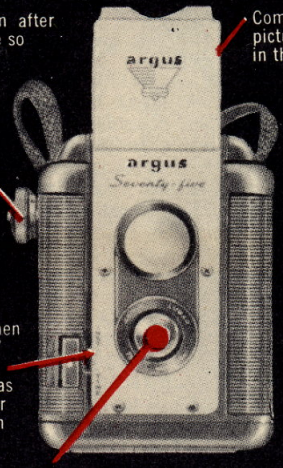
## *Unloading*

When you have taken 12 exposures, give the winding knob about six more complete turns to wind up remaining protective paper. Open the camera and remove the roll of film carefully, keeping it tightly rolled. Seal it with the gummed sticker provided, and have it developed as soon as possible.

## Check these points everytime you take a picture:

Wind the film after each exposure so you'll be ready for the next picture.

Compose your picture carefully in the viewfinder




Set shutter at "INST" for snapshots. When set at "TIME" shutter will remain open as long as shutter release button is held down.

*Redi-dot* Remember, winding the film to the next number cocks the shutter and shows the REDI-DOT in the lens. You can't accidentally double expose.



# *Now you're ready to*

To take the picture, hold the camera as the girl does in the photo to the right. What you see in the brilliant viewfinder will be exactly what you'll get in your finished picture—so give some thought to everything you see in the picture you're composing. The picture-taking lens on your Argus 75 is focused sharply for any subject between 7½ feet and infinity.

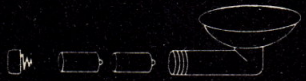
Hold the camera steadily against your body with both thumbs pressing against the back of the camera. When you see just the picture you want in the viewfinder, hold your breath for an instant to prevent camera movement, and carefully squeeze the shutter release with your forefinger, smoothly and steadily until you hear the "click" —another gem for your album!

# Snap the Shutter...

# FLASH PICTURES

## are a breeze with your Argus 75

First unscrew the cap on the bottom of the flash unit and insert two fresh, size "935" Eveready batteries. Be sure your batteries are FRESH—synchronisation is built into your Argus 75, but weak batteries can fail to flash your bulb correctly.





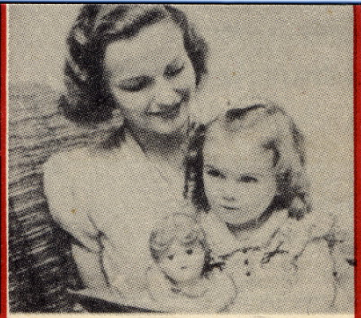
With your new Argus 75 you won't ever have to miss a chance for good snapshots because of poor light. Keep your camera handy and loaded with film. With your plug-in Argus flash unit you're ready for every picture-taking opportunity.

**Important** Do NOT have a bulb in the flash unit when you attach it to the camera, and always wind the film for your next flash picture before you insert a bulb. Push the bulb into the reflector socket as far as it will go. Do NOT turn the bulb after inserting it. After taking a picture, press down on the red button on top of the flash unit to eject the hot bulb without touching it.

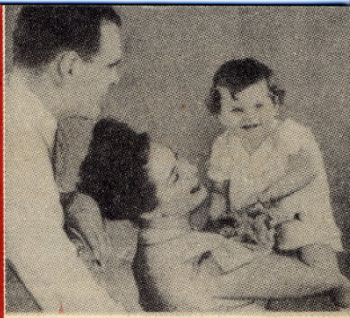
On the opposite page you will find a chart indicating the proper distance between your camera and picture subject for each combination of film and flashbulb you may be using.

Set shutter at "INST" for flash pictures.

Don't let opportunities like this pass you by—keep your flash handy whenever there's a party.



A little girl's short journey to some fancied land—remember the trip with a flash shot.



You won't have to look far for charmers like these. They'll make your collection really entertaining.

## FLASH EXPOSURE GUIDE

| FILM (size 620) ▼ BULB ▶ | Wotan XM1 | Wotan XM5 |
|---|---|---|
| Kodak VERICHROME PAN<br>PERUTZ 620 and similar black-and-white films | 7½ to 9 ft. | 10 to 15 ft. |
| | | **Wotan XM5B** |
| Kodak EKTACHROME E-2<br>ANSCOCHROME, 32 ASA | not recommended | 7½ to 9 ft. |

To use other films with Wotan flashbulbs, check the flashbulb carton or film manufacturer's recommendations. Never use flash in an explosive atmosphere.

## Now that you know how your camera operates, here are some

# *Tips for Better Pictures*

Simplicity is most important—a single element of interest in a setting that does not distract the eye from that main point.

Tell an appealing story with your shots of children or friends. Have your subjects engaged in some activity. Snapshot albums are generally full of people who apparently had no other interest at the time, than to wait for the shutter to snap!

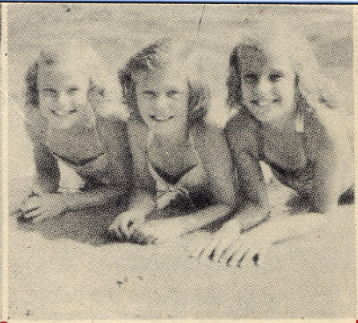
You can't always be dramatic, of course, but try for a camera angle or lighting effect that's different from the ordinary.

You'll get the best results on bright, sunny days in mid-morning or mid-afternoon with both black-and-white and color film. Scenic color shots can be time-exposed when the sun is low, and are often more beautiful because of striking dawn or sunset colors. Try them when you can count on everything to stand still—including your camera. Use a steady support.

An excellent "catch!" Everything excluded but one simple story.

With a supplementary portrait lens you can get a close-up like this.

Notice the unusual lighting that makes this one different.



Use your flash to fill in the shadows in a choice back-lighted shot.

The low camera angle makes this one a beauty.

Scenic shots like this are favorites among camera fans.

A light colored subject against a dark background is always good.

Use a blue flash bulb to fill in a back- lighted color close-up.

# A Gallery of Don'ts

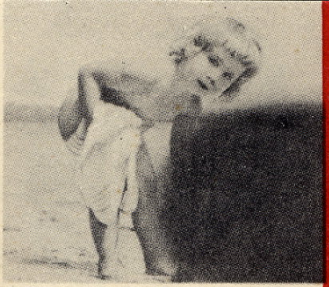
Here are a few ways a pretty girl can make trouble for you. These are common snapshot mistakes you can easily avoid with any subject if you practice a little caution each time you snap the shutter.

Don't let the picture slip like this. Hold your breath to avoid camera movement.

Don't be so fascinated with the interesting angle that you pour the lake out of the side of your picture.

When you get a chance to really move in, don't forget to use a portrait lens.

She makes a pretty picture any way you look at her, but don't lose your head while concentrating on the center of interest.



Keep your hands to yourself—at least long enough to get the picture. Your finger in front of the lens can really spoil things.

You may get reflections like this if you don't keep the sun from shining directly on the lens.

# Specifications

**FILM SIZE:** Standard 620-size roll; 12 pictures per roll; color or black-and-white.

**PRINT SIZE:** 2¼" x 2¼".

**LENS:** Optically ground and polished Argus f:11.

**FOCUS:** Fixed, 7½ feet to infinity.

**SHUTTER:** Behind-the-lens with snapshot and time settings.

**SHUTTER RELEASE:** Body-type.

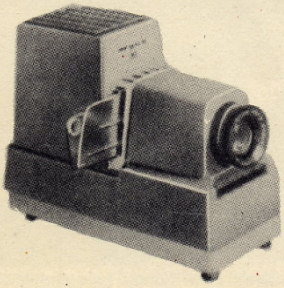
**VIEWFINDER:** Waist level, reflex type with folding metal protective hood.

**FLASH:** Plug-in type; accommodates bayonet cap or capless bulbs; built-in synchronisation.

**OTHER FEATURES:** Double exposure prevention; tripod socket; neck strap; genuine leather carrying case.

## Someday You May Want to Consider These Other

# *Fine Argus Products*



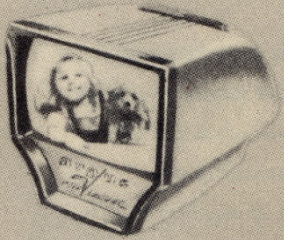
For yourself or for someone on your gift list there is a fine-quality Argus product to suit your needs, and to make the most of any Budget—large or small.

The Argus "300" 35mm. Slide Projector—either Standard or Automatic Han-O-Matic model—makes a superb complement to any treasured Slide collection.

Ask your dealer to show you these truly excellent examples of top-quality Photo equipment—designed in America and manufactured under licence in Australia at the super modern Hanimex, N.S.W., Factory.

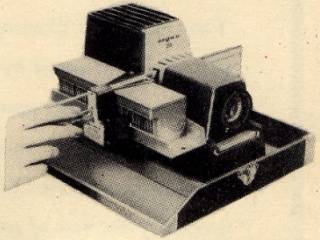
**ARGUS "300" PROJECTOR**

**No other projector gives you all these features for the money; a wide angle 4 inch lens; blower cooled lamp; fully enclosed design prevents light scatter. Contains world's most advanced 4 lens condenser system, lifts out, cleans easily.**



## ARGUS PREVIEWER

Insert the slide and screen lights up automatically. Powerful optical glass double-lens system magnifies the picture many times. Provides 3-D effect with eye catching, wide screen illumination. Several people can view at same time. Operates on 2 standard Eveready "935" batteries.



## ARGUS HAN-O-MATIC PROJECTOR

The finest optical system for slide projection, combined with a complete system for viewing, indexing and storing color slides—automatically. Wide angle f:3.3 lens; silent. powerful blower, handsome, luggage-style carrying case. It's the perfect complement to any 35 mm. camera.

## ARGUS COLOR VIEWER

If you want a big, inspired picture, buy this excellent 2¼" x 2¼" color viewer. Optically corrected glass lenses. Attractive plastic housing. Positive slide holder registers slides perfectly; protects cardboard slides even after hundreds of viewings. Operates on two big Eveready 950 Batteries.

# *Lifetime guarantee*

*Your Argus 75 Camera was manufactured, inspected and tested by skilled camera craftsmen. It is automatically guaranteed when purchased to be free of defects in workmanship or material during its lifetime. If any servicing is necessary because of imperfections in materials or workmanship, your camera will be factory-serviced without charge.*

*Argus equipment which has been damaged, mishandled or worn from extended use will be factory-serviced at established rates. Used or rebuilt equipment is not covered by this guarantee.*

**HANIMEX PTY. LTD.**

Head Office: 14 KING STREET, SYDNEY

**And at Melbourne, Brisbane, Adelaide, Perth and Hobart**